

Industry Solutions

SAIGE Solutions, Inc. (SAIGE) provides end-to-end business solutions based on the application of proven, repeatable, and leading business process and information systems design methods, techniques, and tools. This approach is reflective of open communication and collaboration with SAIGE clients, interviews with key client staff, and an experienced consulting team knowledgeable in the application of technology to business process improvement.

Solutions

SAIGE offers six types of business solutions to assist clients in achieving their strategic business goals:

- Business Process Management
- Marketing Solutions
- Web-based Solutions
- Data Management Solutions
- Technical Integration Services
- **Industry Solutions**

SAIGE Solutions, Inc.
14205 SE 36th Street Suite 100
Bellevue, WA 98006
Phone: (425) 278-0055
Fax: (425) 649-1199
Email: info@saigesolutions.com

Business Challenges

Implementing enterprise marketing automation solutions can be costly and risky. It can also be a daunting task for enterprises unfamiliar with marketing automation. Software packages often lack flexibility for companies to tailor the application to meet their specific needs and to accommodate their business processes. In addition, management is often pressured to show ROI (Return on Investment) and benefit of such implementations in a short time-frame as well as to gain buy-in across the enterprise to implement enterprise CRM (Customer Relationship Management) strategies.

SAIGE Approach

The SAIGE approach is based upon an iterative methodology that focuses on delivering “quick wins” in short duration stages. Rapid development cycles increase the risk that a component delivered one or more cycles prior may need to be reengineered or scrapped based upon the current iteration’s objectives. To mitigate this risk, SAIGE recommends spending time in the initial stage to envision all aspects of the reliability program end state. In addition to minimizing risk, these efforts provide the information necessary to build the route map to guide the enterprise on the path to its end state.

In conjunction with the iterative methodology, the SAIGE approach is grounded in the following principles:

- Leverage the client’s existing infrastructure whenever possible
- A business case with measurable criteria supports each stage’s deliverables
- Critical success factors are business-driven
- Final client sign-off is dependent on solution’s performance in production for a pre-determined time period

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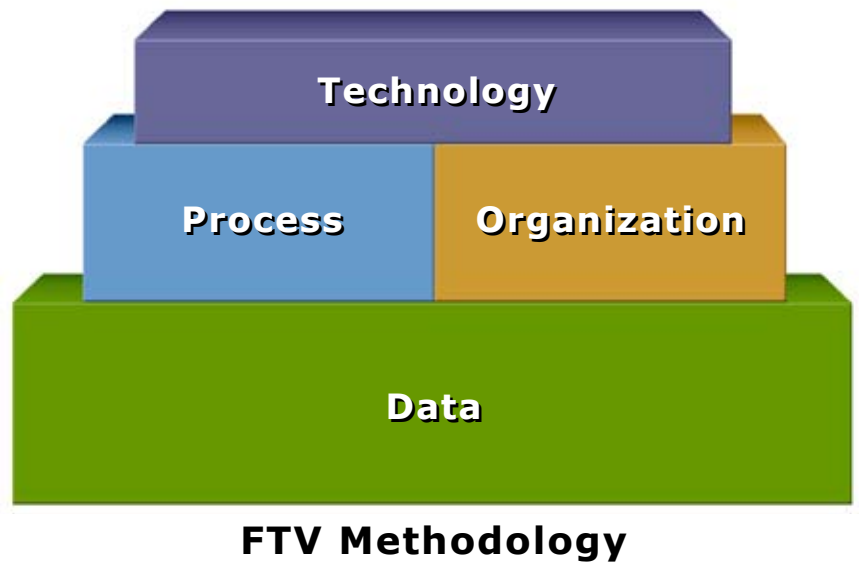
Solutions Overview

Next-generation marketing automation requires the right combination of customer-centric processes, an analytically savvy organization, data-driven CRM technology, enterprise software from industry leaders, and value-added consulting. In order to provide clients with a lower risk, lower entry point to automated campaign management, advanced marketing strategies, and the requisite technology infrastructure, SAIGE offers **FTV (Fast Track Verticals)**.

FTV is not a “shrink wrapped” software package. These typically don’t work as they don’t allow for the modifications each and every enterprise invariably requires to enable effective CRM.

Instead, FTV is a collection of business processes, organizational prerequisites, application functionality, and data architectures specific to an industry. This collection can be leveraged as building blocks for a customized solution while keeping the time to market in a range of 60 to 120 days.

A FTV implementation is industry-focused and grounded in customer base marketing leading practices. Current offerings focus on the telecommunications, wireless, financial services (e.g. banking, brokerage, and credit card), and tourism industries. FTV leverages the benefits and functionality of Epiphany Campaign Management: best-of-breed campaign management, automated global business rule capabilities, sophisticated database management, integrated analytics, and built-in closed-loop reporting.



Prior to a FTV implementation, SAIGE will work with the client and Epiphany to complete a readiness assessment. The purpose of this assessment is to ensure all parties are comfortable with the project’s success profile and to fully understand everyone’s roles and responsibilities. Components of the readiness assessment include:

- Competitive positioning and gap analysis
- Organizational predisposition
- Marketing strategy and process evaluation
- Source data quality assessment
- Technical infrastructure review
- Business case development

Once approved, the FTV implementation begins and will include business components, technical components, and sustainment support. For the Production environment, SAIGE can accommodate either an in-house or out-sourced implementation. Further, the out-sourced solution can be sustained by SAIGE or a third-party vendor. The alternative chosen is based on the individual client’s preference.



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